

What Is Claimed Is:

1. A system for providing advertisements to mobile stations comprising:

a service provider, wherein the service provider includes an information gateway and a service gateway;

5 a content provider for providing an advertisement to the service provider; and

a mobile station,

wherein the service provider receives information associated with the mobile station from a mobile network, and

10 wherein the mobile station receives the advertisement if the mobile station satisfies a predetermined condition associated with the advertisement.

2. The system of claim 1, wherein the predetermined condition is setting up a call or entering a predetermined location.

15 3. The system of claim 1, wherein the service gateway receives information associated with the mobile station from the mobile network and wherein the information gateway provides the advertisement to the mobile station under the control of the service gateway.

4. The system of claim 1, wherein the content provider provides the advertisement to the service provider tagged with certain information.

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5. The system of claim 4, wherein the tags are selected from the group consisting of:

- information type;
- zone/area related information;
- 5 information attributes;
- information validity;
- preferentials; and
- language keys.

6. The system of claim 1, wherein the service provider is a mobile
10 Internet service provider.

7. The system of claim 1, wherein the service provider stores
information related to the mobile station.

8. The system of claim 7, wherein the information related to the
mobile station is selected from the group consisting of:

- 15 capability of the mobile station;
- type of connection associated with the mobile station;
- information type;
- information profile;
- language keys; and
- 20 whether the mobile station has activated receipt of advertisements.

9. The system of claim 1, wherein the mobile station receives the
advertisement only if subscriber specific information associated with the mobile
station and the capabilities of the mobile station match criteria associated with the
advertisement.

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10. A method for providing advertisements to a mobile station in a mobile network comprising the steps of:

- soliciting, by a service provider, content providers;
- providing an advertisement, by a content provider, to the service provider, wherein the advertisement includes information associated with the advertisement;
- soliciting, by the service provider, subscribers with mobile stations; and
- sending the advertisement to the mobile station if the mobile station satisfies a predetermined condition associated with the advertisement.

10 11. The method of claim 10, wherein the predetermined condition is setting up a call or entering a predetermined location.

12. The method of claim 10, wherein the service provider includes a service gateway and an information gateway, the method further comprising the steps of:

- 15 receiving, by the service gateway, information associated with the mobile station from the mobile network; and
- controlling, by the service gateway, the provision of the advertisement by the information gateway.

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13. The method of claim 10, wherein the information associated with
the advertisement is selected from the group consisting of:

- information type;
- zone/area related information;
- 5 information attributes;
- information validity;
- preferentials; and
- language keys.

14. The method of claim 10, wherein the service provider is a mobile
10 Internet service provider.

15. The method of claim 10, further comprising the step of:
storing, by the service provider, information related to the mobile
station.

16. The method of claim 15, wherein the information related to the
mobile station is selected from the group consisting of:

- capability of the mobile station;
- type of connection associated with the mobile station;
- information type;
- information profile;
- 20 language keys; and
- whether the mobile station has activated receipt of advertisements.

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17. The method of claim 10, further comprising the step of:
receiving, by the mobile station, the advertisement only if subscriber
specific information associated with the mobile station and the capabilities of the
mobile station match a criteria associated with the advertisement.